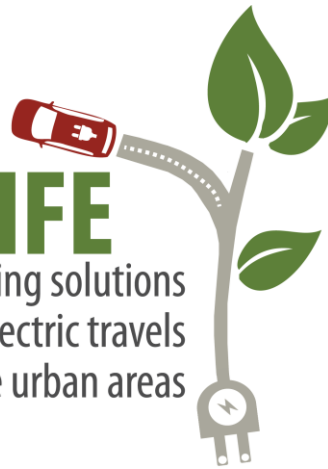


I-SharE LIFE

Innovative sharing solutions
for full electric travels
in small and medium size urban areas



This project has received funding from European Union's
Life Programme under Grant Agreement
N° LIFE 17 ENV/IT/000212 I-SharE LIFE

STAKEHOLDERS' CONTRIBUTION

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TECHNICAL CROATIAN WORKSHOP
26TH OCTOBER 2020

Webinar link — meet.google.com/nue-ihgo-zzp



OBJECTIVES



- ✓ Collect **suggestions** and critical issues for each Business Model

- ✓ Maximize the opportunities for **replicability and transferability** of I-SharE LIFE's demonstration actions to other **small and medium-sized urban areas**.

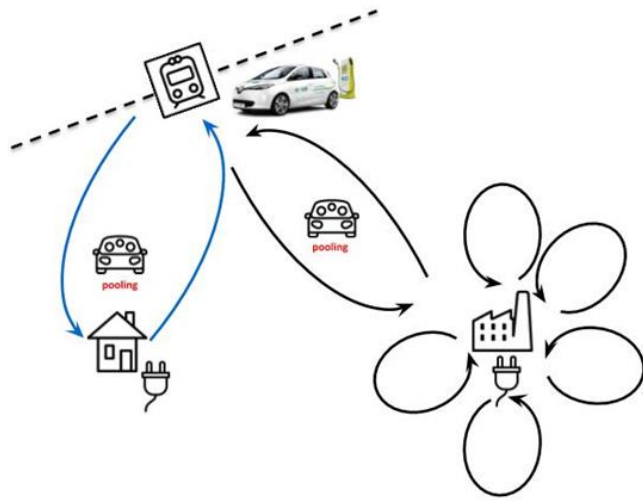


Demonstrations sites



BUSTO ARSIZIO (Model 1)

Service for commuters (for the journey home - train station) and for neighboring companies for work missions - in Busto Arsizio (83.000 inh.), the Metropolitan area with many commuters to Milan and it is also close to the Malpensa international airport.



BOLLATE (Model 2)

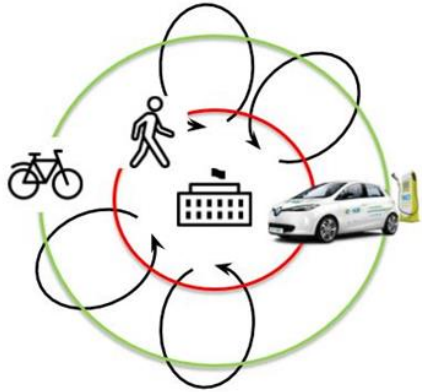
Service for commuters (for the journey home - railway station) and for the employees of the neighboring companies to reach industrial areas not supplied by public transport - in Bollate (36.000 inh.), a small-size town in the peri-urban area of Milan with some important industries.

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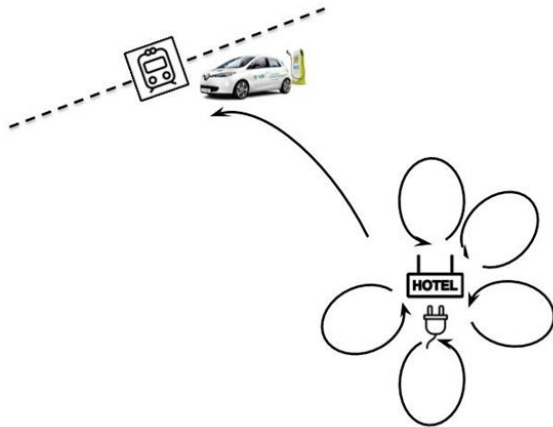
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Demonstrations sites



BERGAMO (Model 3)

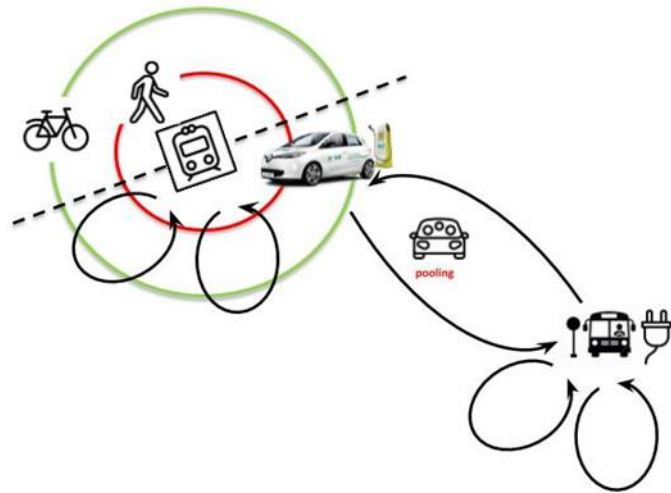
Service for the public administration for work missions and for citizens - in Bergamo (112.000 inh.), a high-density industrial city with strong mobility demand that activated incentive policies for e-mobility in its SUMP.



COMO (Model 4)

Tourist-dedicated service - in Como (84.000 inh.), a well-known tourist city town that wants to develop electric mobility both in the city and along the shores of Lake Como.

Demonstrations sites



OSIJEK (Model 5)

Intermodal services - in Osijek, (108.000 inh.), in Eastern Croatia, the fourth largest city in the country, intends to test innovative intermodal car-sharing services.

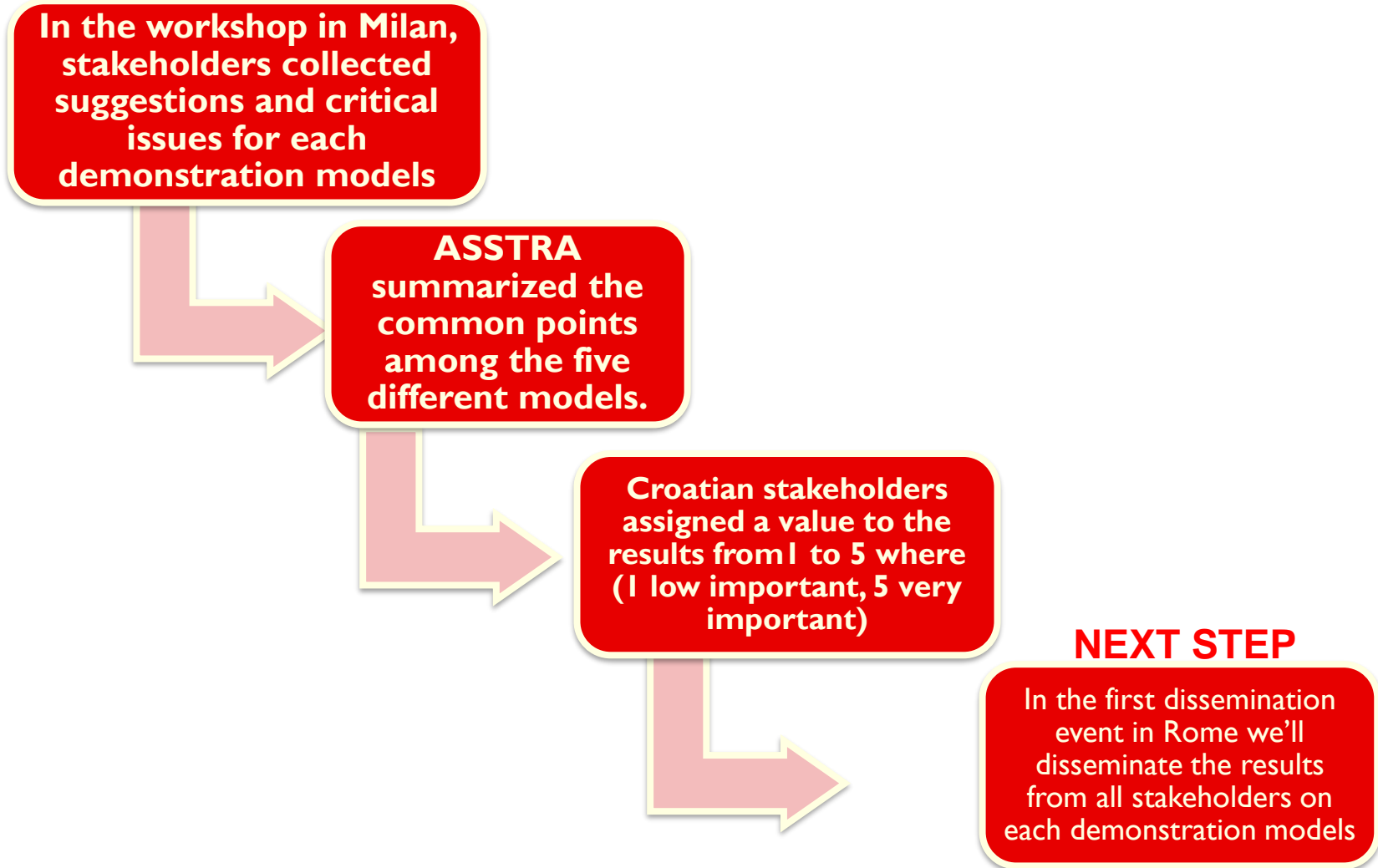
5 QUESTIONS



For each of the **5 demonstration sites**, we have 5 questions:

- 1. How to stimulate the link between model innovations and user needs?*
- 2. Any barriers to overcome?*
- 3. Mechanisms to support the introduction of models (political, communicative) and tools and suggestions to promote user awareness*
- 4. Recommendations and suggestions for replicating and transferring models in other contexts*
- 5. Lessons to learn*

RESULTS FROM STAKEHOLDERS



FOCUS ON CROATIAN STAKEHOLDERS' RESULTS

MODEL 5 (OSIJEK) AND COMMON POINT

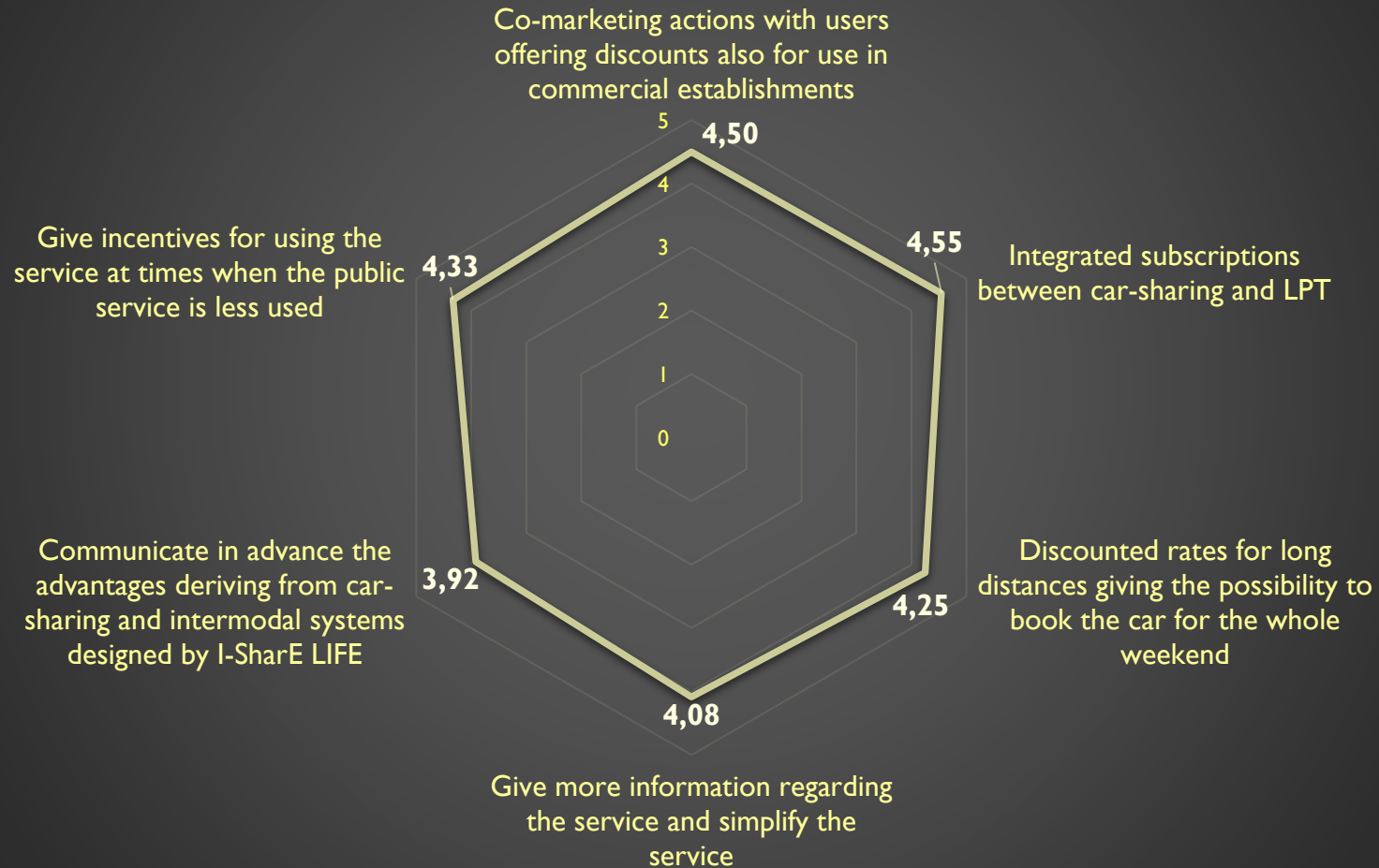
Croatian Stakeholders completed the questionnaire survey assigning a value to the sentences from 1 to 5 where 1 is low important, 5 very important.

Question 1. How to stimulate the link between model innovations and user needs?	ANSWER
Co-marketing actions with users offering discounts also for use in commercial establishments	
Integrated subscriptions between car-sharing and LPT	
Discounted rates for long distances giving the possibility to book the car for the whole weekend	
Give more information regarding the service and simplify the service	
Communicate in advance the advantages deriving from car-sharing and intermodal systems designed by I-SharE LIFE	
Give incentives for using the service at times when the public service is less used	
Question 2. Any barriers to overcome?	ANSWER
Barriers to resistance to change, it is necessary to simplify the service to make it as accessible as possible (also facilitating the use of the App and the website)	
Reduce the cultural barriers towards the service (autonomy and recharge time issues)	
Awareness of the use of common goods and their respect by citizens	
Correct logistic management of withdrawals and returns to meet different needs, adding recharge points in an appropriate manner	
Operational model and which can be sustained alone economically	
We need to clarify what we are paying, emphasizing the savings achieved	
Question 3. Mechanisms to support the introduction of models (political, communicative) and tools and suggestions to promote user awareness	ANSWER
Communications aimed at high school students (5 years) and at workplaces	
Promotions and agreements with universities	
Staff available for possible demonstrations in the payment process and explanation of the service	
Targeted communication campaigns	
Adopt PUMS (Urban Sustainable Mobility Plan)	
Increase the service car parks even in remote areas	
Question 4. Recommendations and suggestions for replicating and transferring models in other contexts	ANSWER
Identify the strengths and weaknesses of the service	
Evaluate the perceived sensitivity by the service	
Apply simple models both in technological and functional terms	
Know in detail the specificities of the territory, the movement habits and the flows of mobility	
Market and feasibility studies	
Contextualize the models according to the habits of citizenship	
Question 5. Lessons to learn	ANSWER

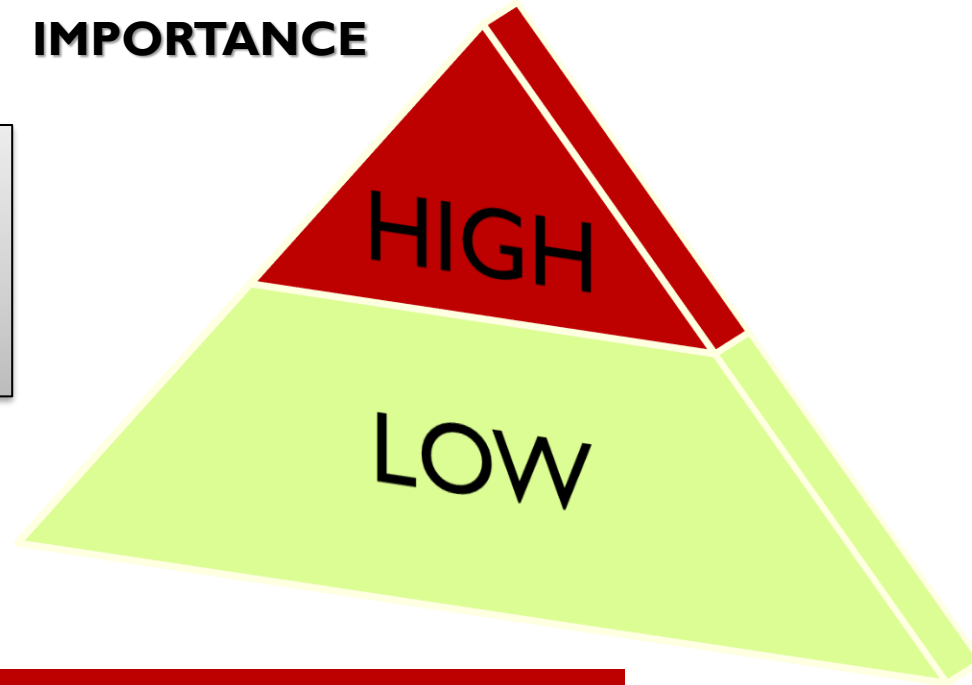


Results from Croatian stakeholder on model 5 (1/5)

Question I. How to stimulate the link between model innovations and user needs?



How to stimulate the link between model innovations and user needs?



Integrated subscriptions between car-sharing and LPT

4,55

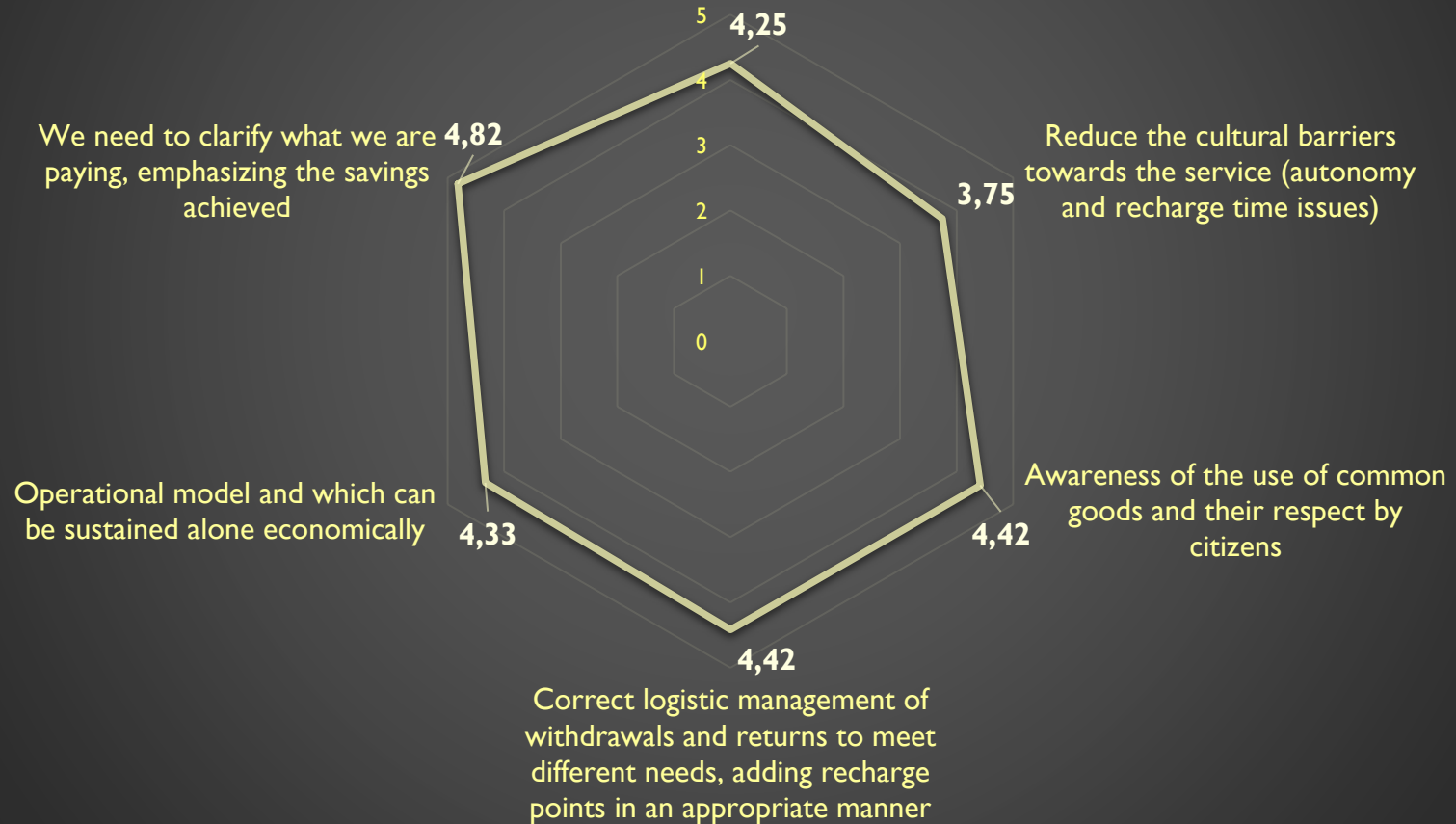
Communicate in advance the advantages deriving from car-sharing and intermodal systems designed by I-SharE LIFE

3,92

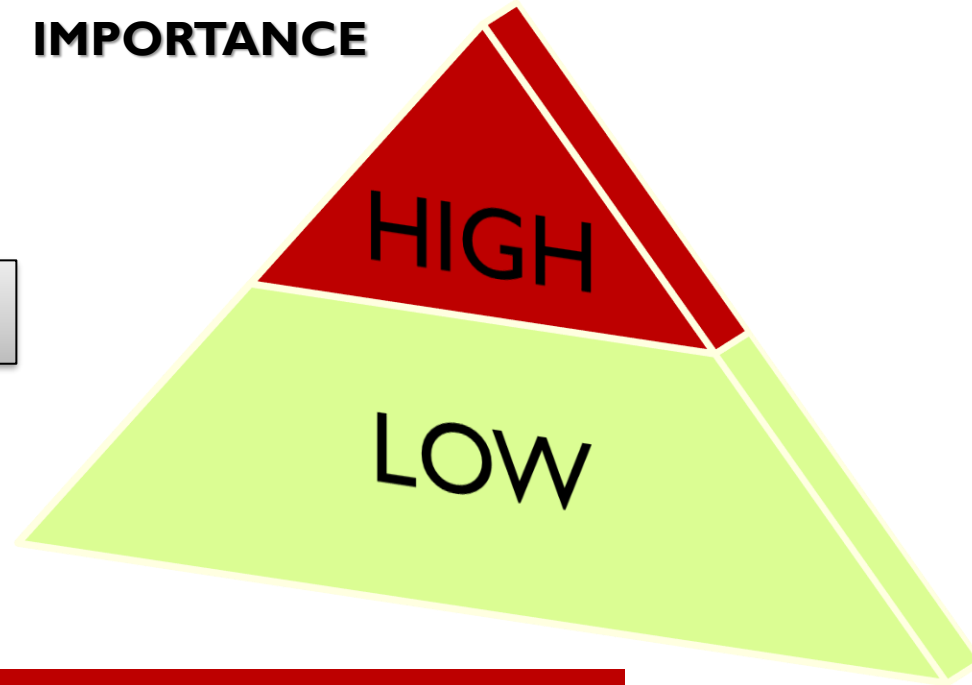
Results from Croatian stakeholder on model 5 (2/5)

Question 2. Any barriers to overcome?

Barriers to resistance to change, it is necessary to simplify the service to make it as accessible as possible (also facilitating the use of the App and the website)



Any barriers to overcome?



We need to clarify what we are paying, emphasizing the savings achieved

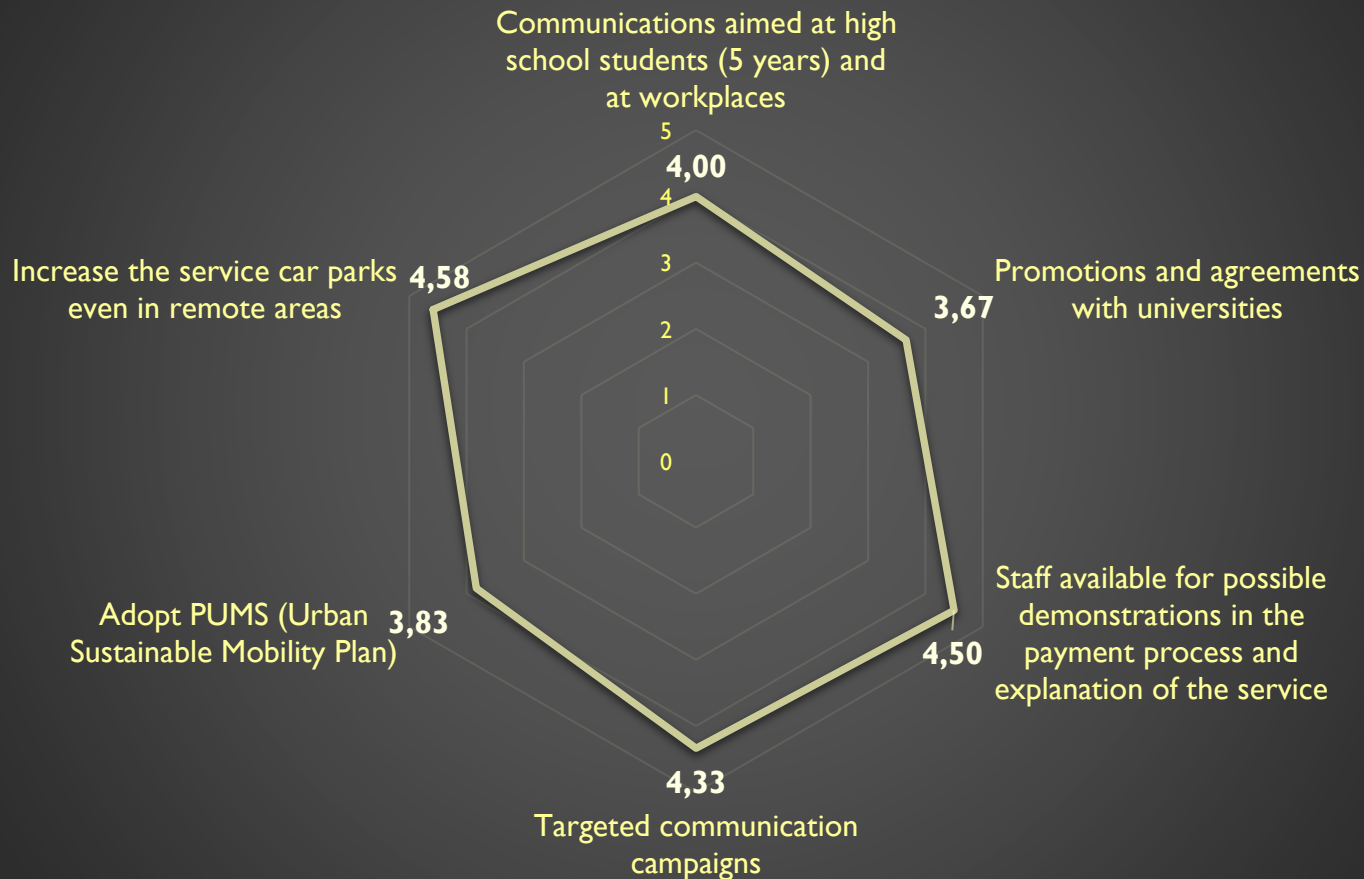
4,82

Reduce the cultural barriers towards the service (autonomy and recharge time issues)

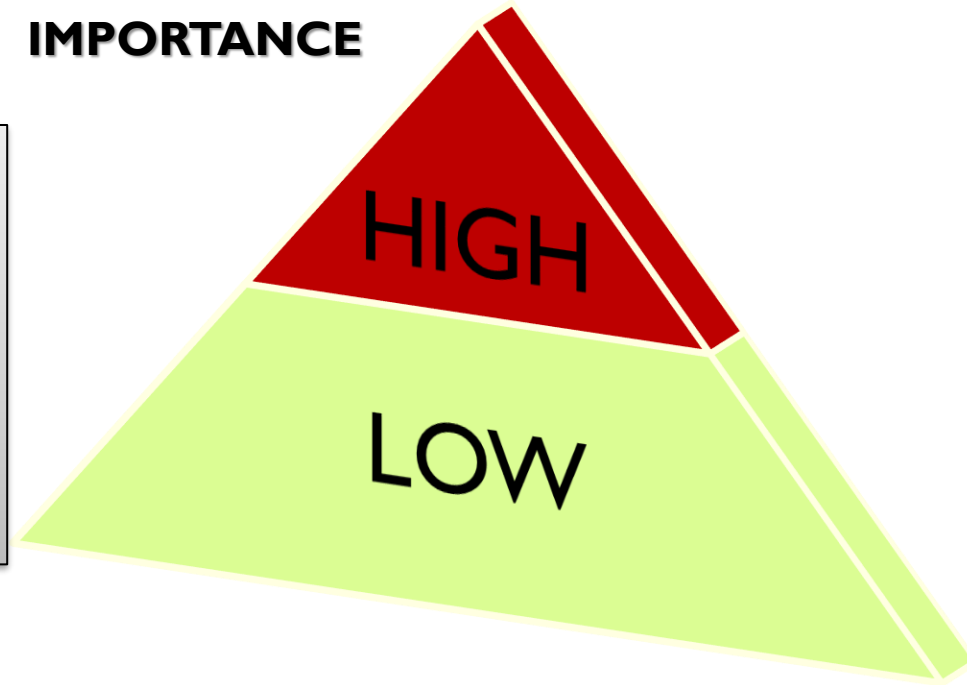
3,75

Results from Croatian stakeholder on model 5 (3/5)

Question 3. Mechanisms to support the introduction of models (political, communicative) and tools and suggestions to promote user awareness



Mechanisms to support the introduction of models (political, communicative) and tools and suggestions to promote user awareness



Increase the service car parks even in remote areas

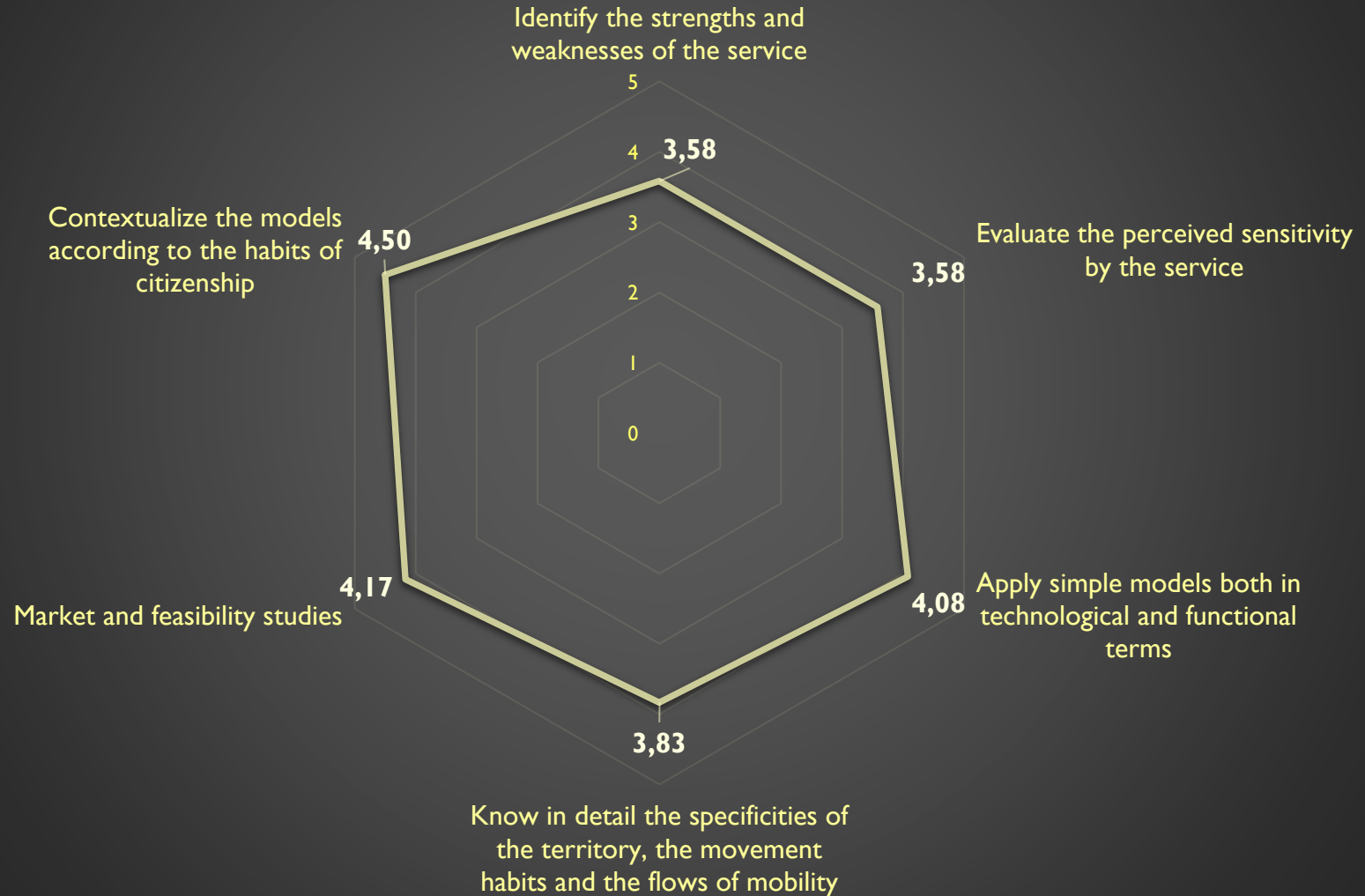
4,58

Promotions and agreements with universities

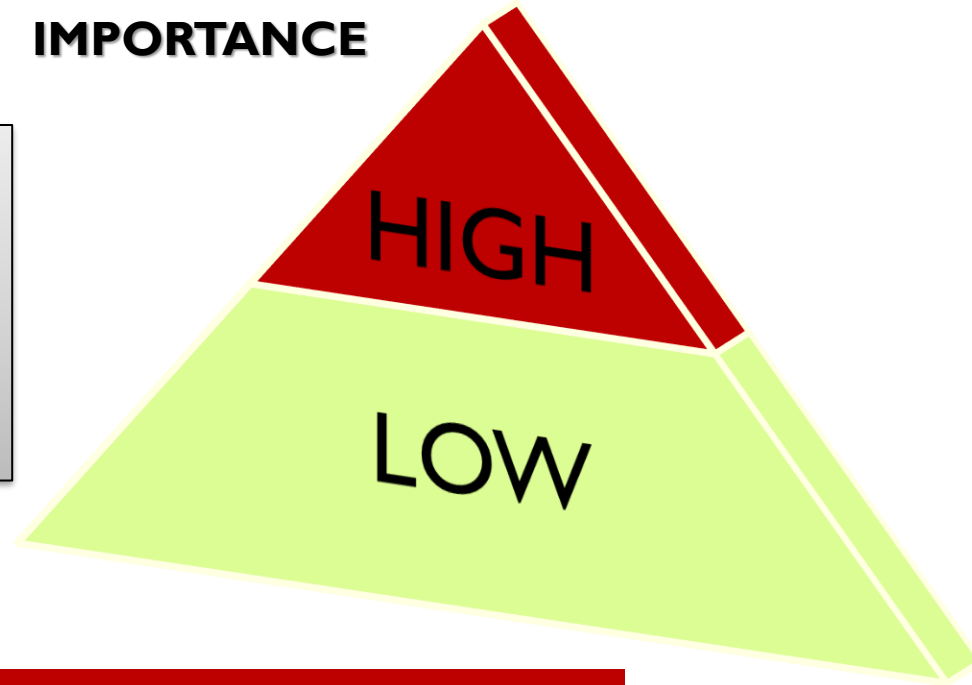
3,67

Results from Croatian stakeholder on model 5 (4/5)

Question 4. Recommendations and suggestions for replicating and transferring models in other contexts



Recommendations and suggestions for replicating and transferring models in other contexts



Contextualize the models according to the habits of citizenship

4,50

Identify the strengths and weaknesses of the service

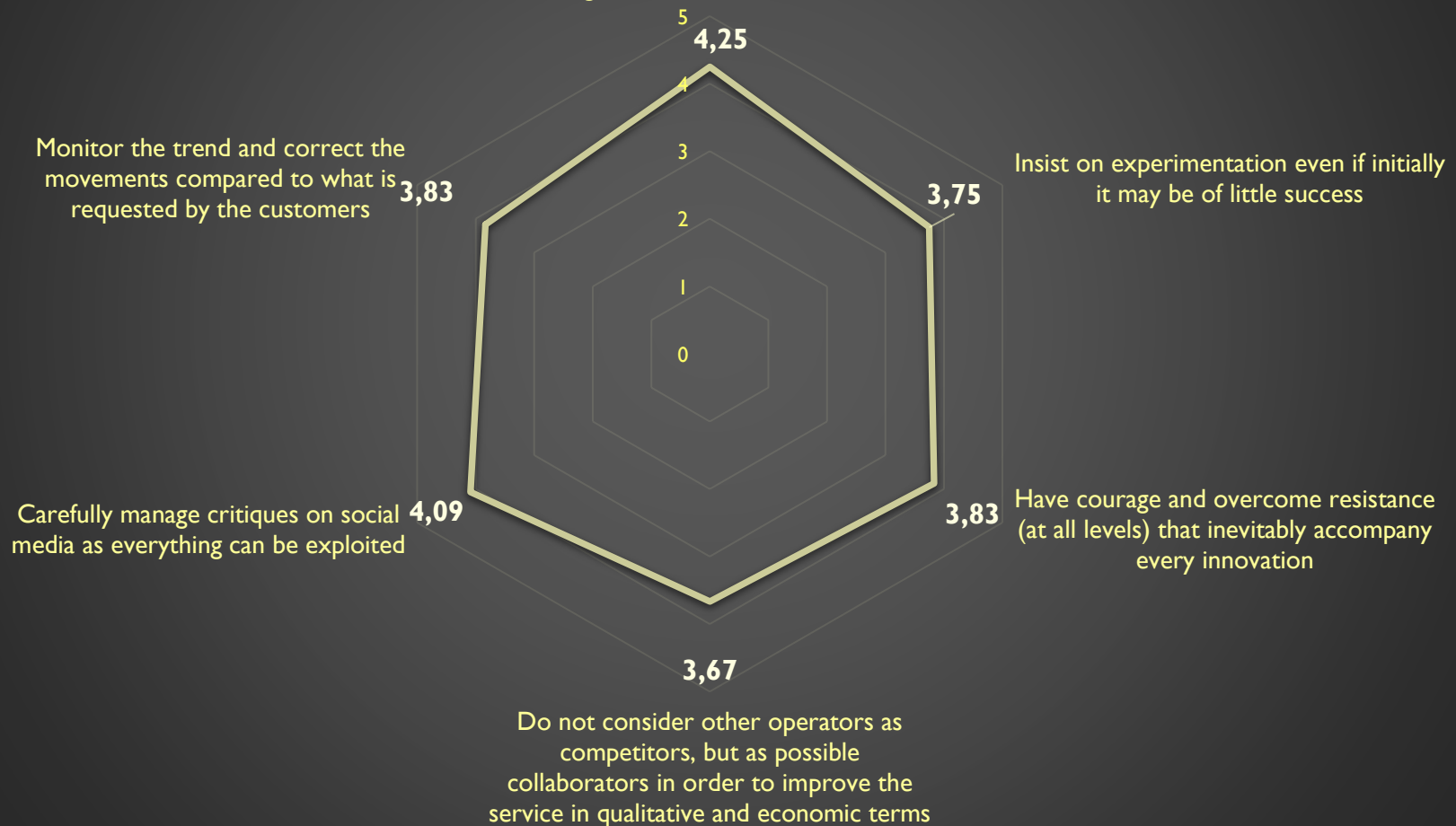
3,53

Evaluate the perceived sensitivity by the service

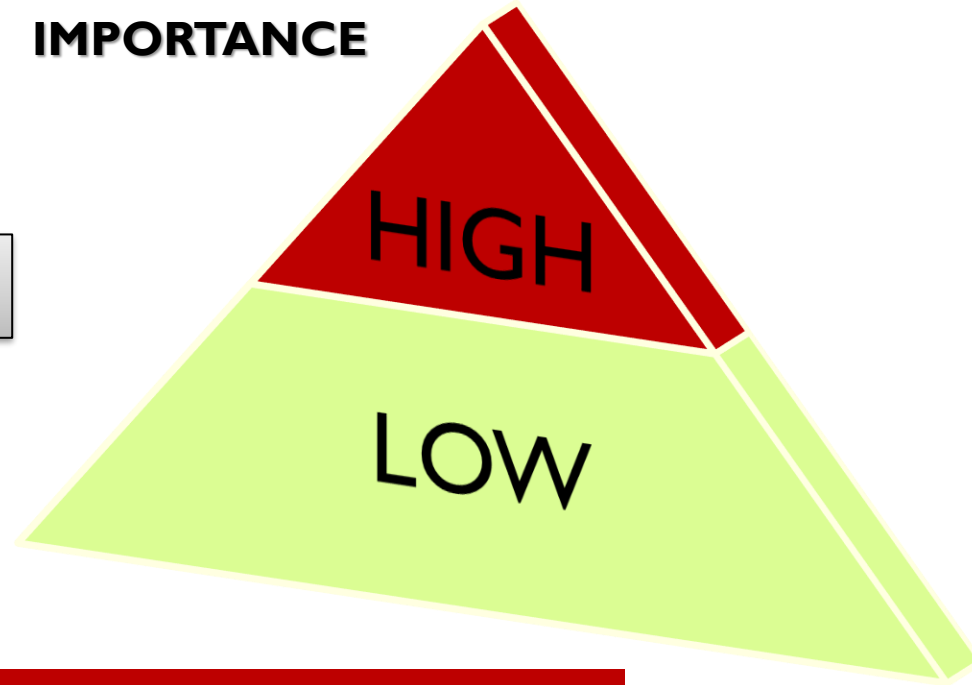
Results from Croatian stakeholder on model 5 (5/5)

Question 5. Lessons to learn

Every innovation requires patience and determination to overcome initial resistance. Users should be given time to get used to this service.



Lessons to learn



Every innovation requires patience and determination to overcome initial resistance. Users should be given time to get used to this service

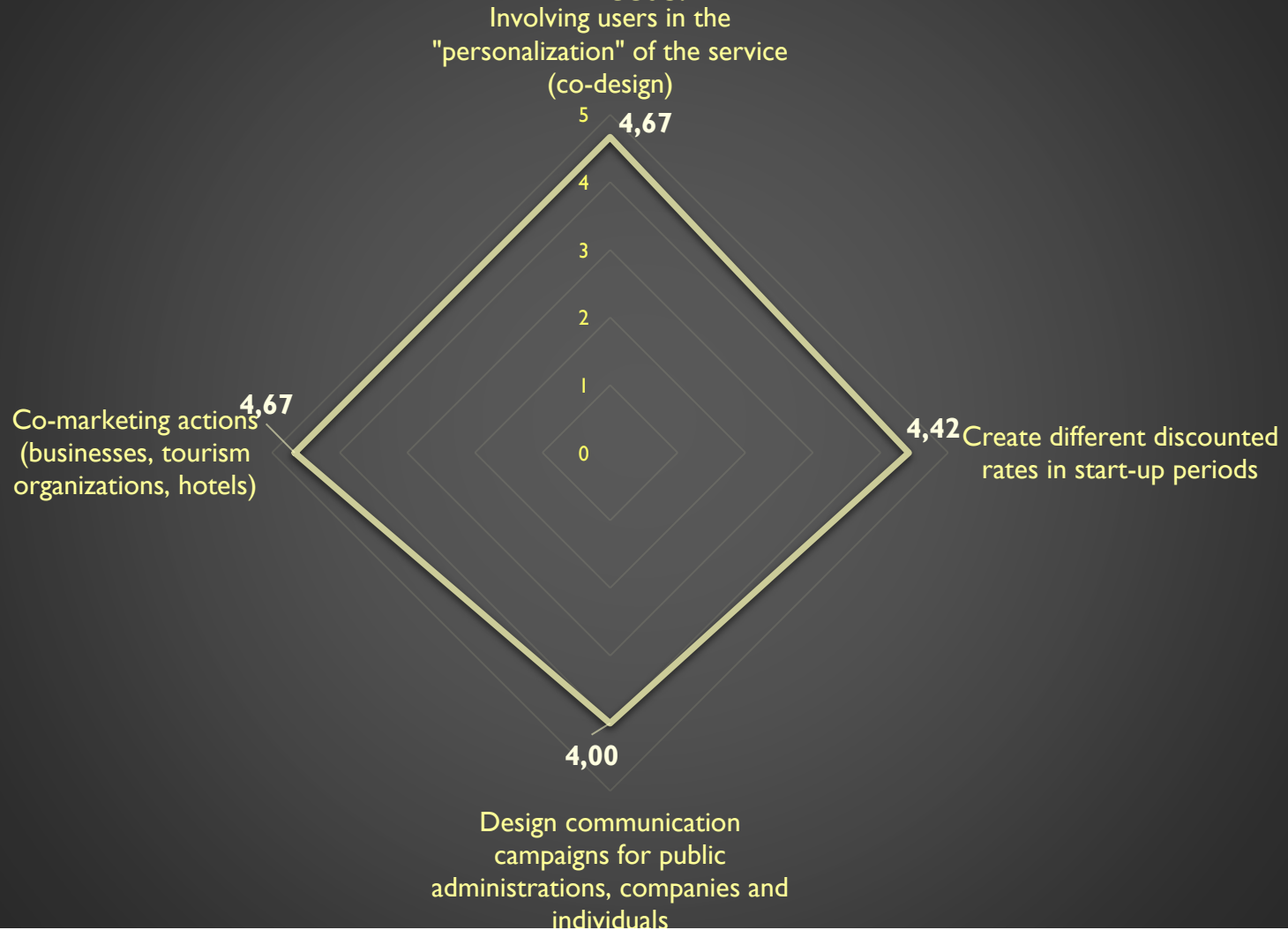
4,25

Do not consider other operators as competitors, but as possible collaborators in order to improve the service in qualitative and economic terms

3,67

Results from Croatian stakeholder on overall demonstrations (1/5)

Question 1. How to stimulate the link between model innovations and user needs?



How to stimulate the link between model innovations and user needs?



Involving users in the "personalization" of the service (co-design)

|| 4,67

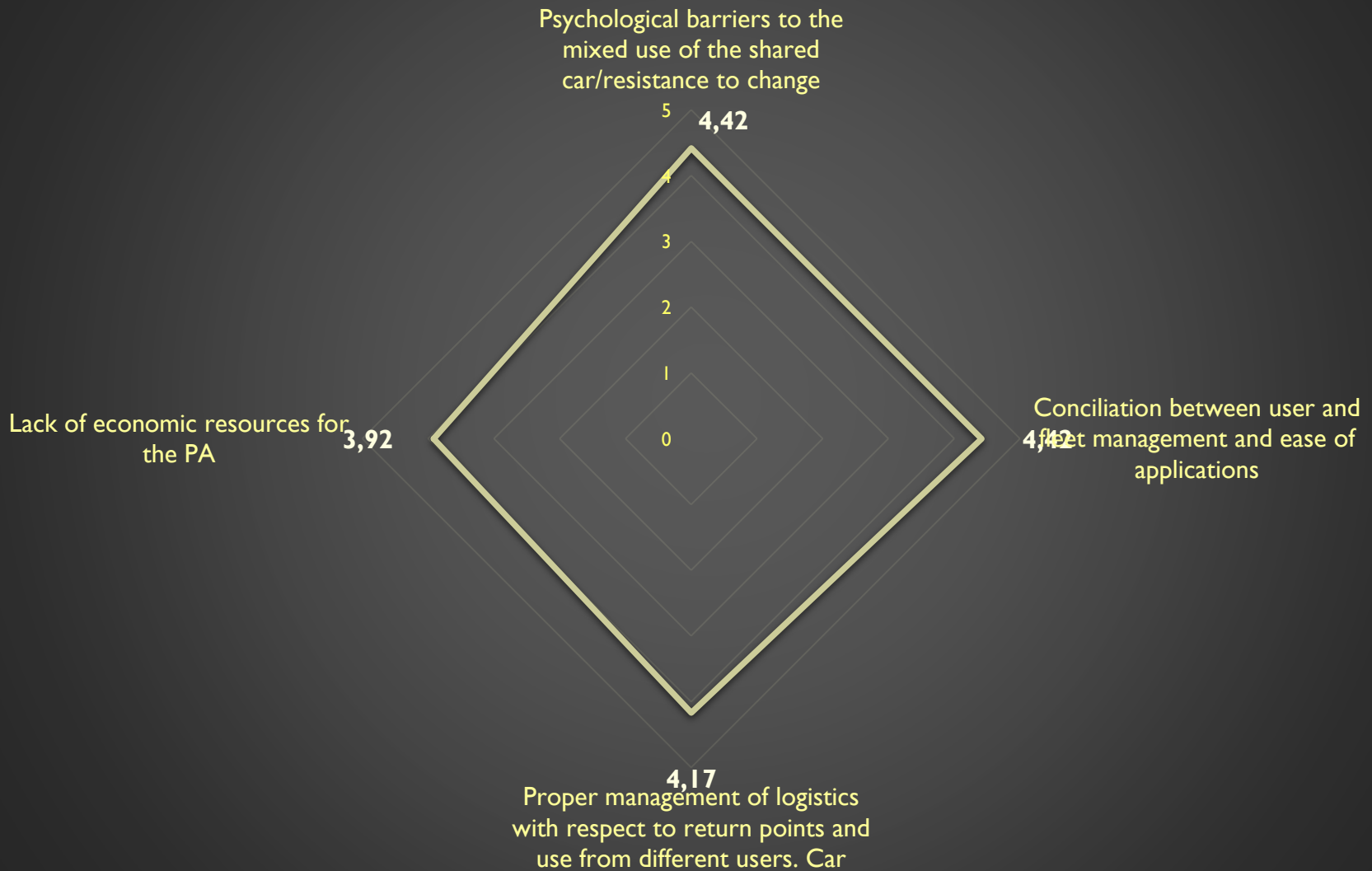
Co-marketing actions (businesses, tourism organizations, hotels)

4,42

Create different discounted rates in start-up periods

Results from Croatian stakeholder on overall demonstrations (2/5)

Question 2. Any barriers to overcome?



Any barriers to overcome?



Psychological barriers to the mixed use of the shared car/resistance to change

|| 4,42

Conciliation between user and fleet management and ease of applications

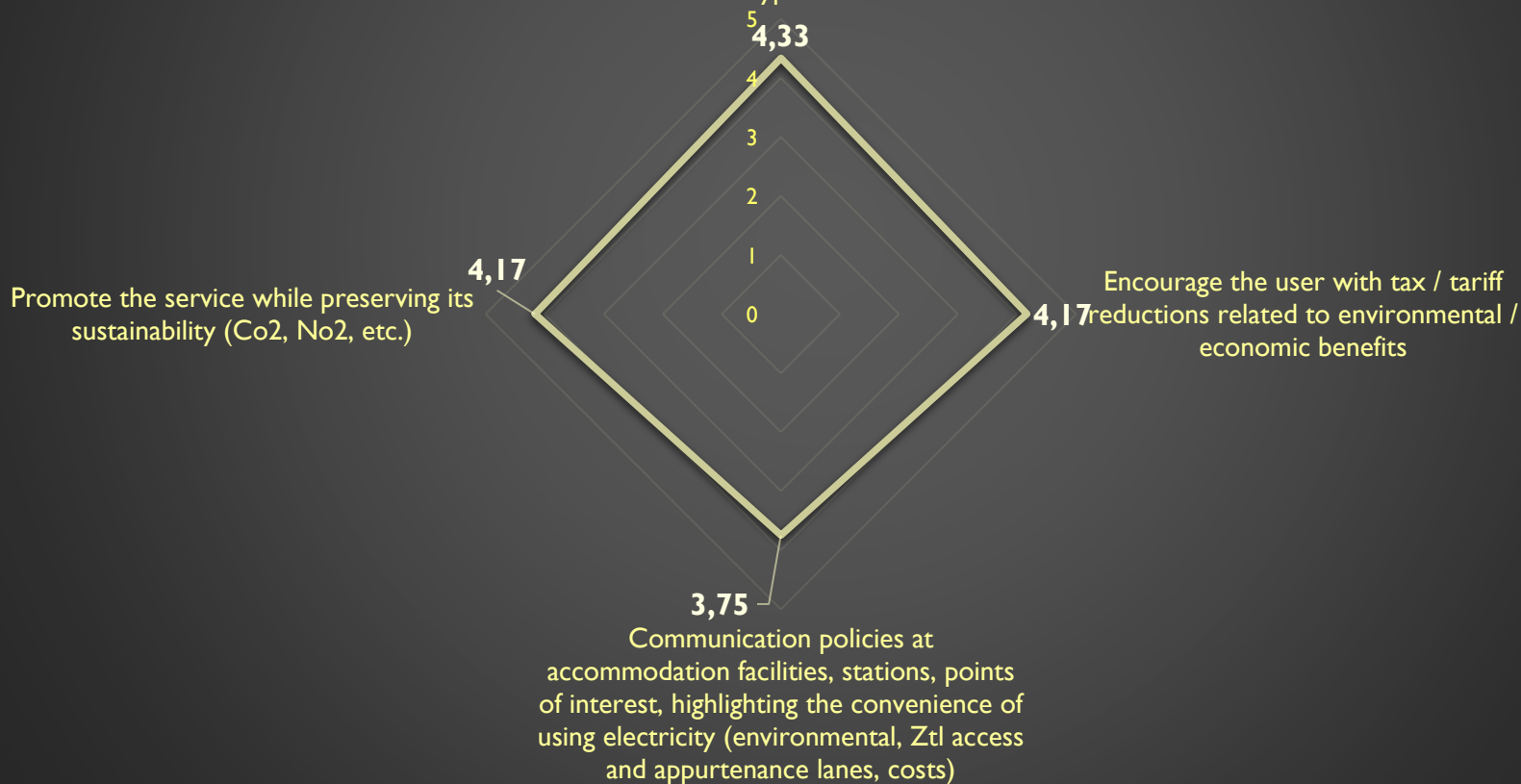
4,17

Proper management of logistics with respect to return points and use from different users. Car availability and rotation.

Results from Croatian stakeholder on overall demonstrations (3/5)

Question 3. Mechanisms to support the introduction of models (political, communicative) and tools and suggestions to promote user awareness

Seek the maximum dissemination of information on the models adopted using not only the "institutional" channels. Design ad hoc communication campaigns for the different types of stakeholders.



Mechanisms to support the introduction of models (political, communicative) and tools and suggestions to promote user awareness

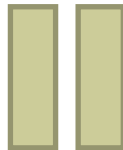


4,33

Seek the maximum dissemination of information on the models adopted using not only the "institutional" channels.

Promote the service while preserving its sustainability (Co2, No2, etc.)

4,17

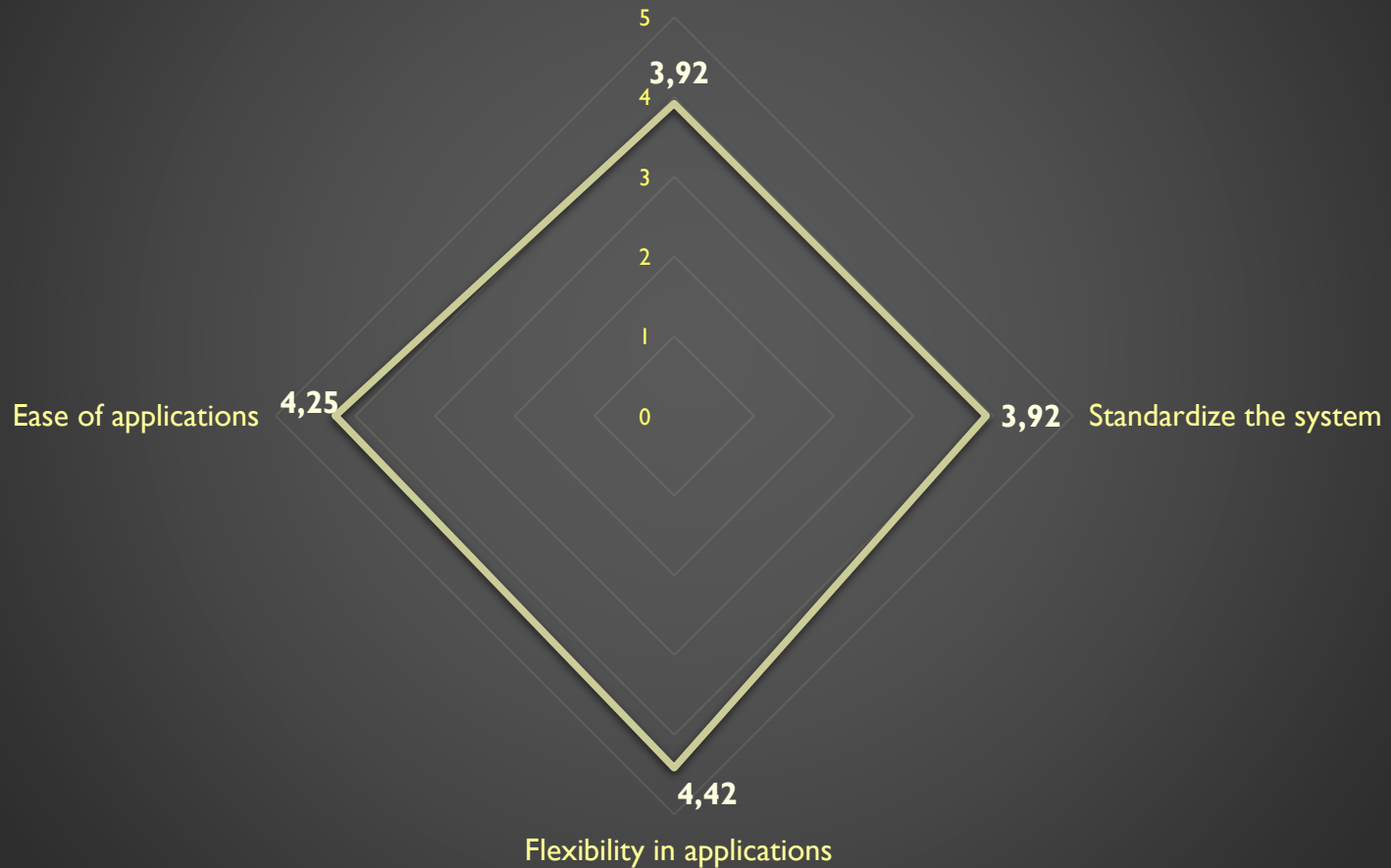


Encourage the user with tax / tariff reductions related to environmental / economic benefits

Results from Croatian stakeholder on overall demonstrations (4/5)

Question 4. Recommendations and suggestions for replicating and transferring models in other contexts

Define for each phase, standard guidelines applicable in different situations



Recommendations and suggestions for replicating and transferring models in other contexts



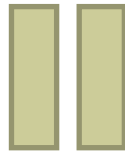
4,42

Flexibility in applications

4,25

Ease of applications

3,92

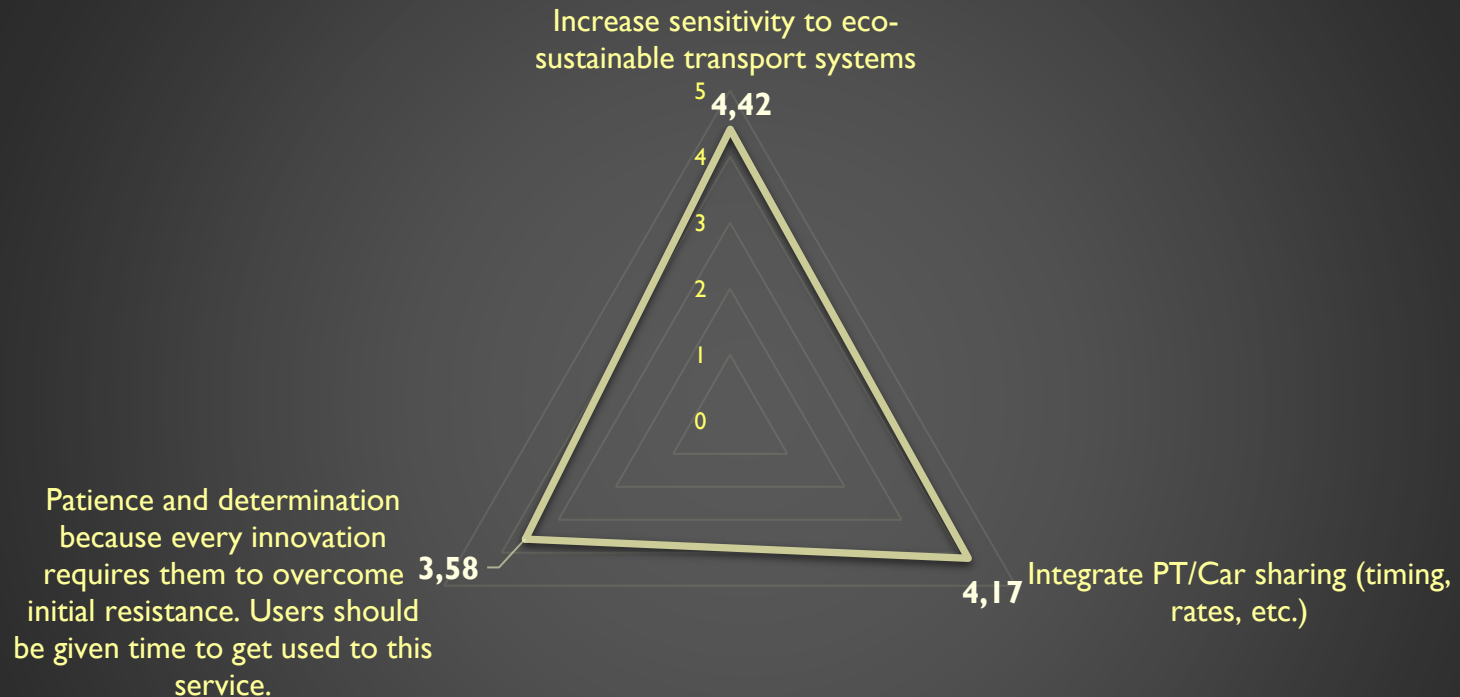


Define for each phase, standard guidelines applicable in different situations

Standardize the system

Results from Croatian stakeholder on overall demonstrations (5/5)

Question 5. Lessons to learn



Lessons to learn



4,42

Increase sensitivity to eco-sustainable transport systems

4,17

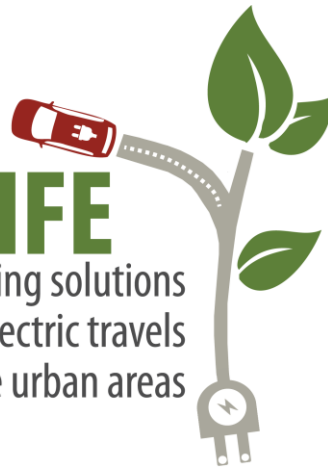
Integrate PT/Car sharing (timing, rates, etc.)





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THANK YOU FOR YOUR KIND ATTENTION!

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City of Osijek